Program Introduction

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The department's undergraduate program focuses on educating entrepreneurial designers who can identify new human-centered problems, present creative solutions, and implement them aesthetically in consideration of business potential. To this end, the curriculum covers high-tech knowledge and skills for integrated design thinking, understanding of human behavior and society for value-creating design, and knowledge and practical skills for innovative commercialization of design ideas. Accordingly, the department is equipped with advanced facilities that aid design prototyping, digital production, usability testing, video recording, multimedia computing, and virtual and augmented reality simulation.

Through the master's program and the Ph.D. program, the department fosters talented individuals capable of being the world's best or world's first in design or research, delivering the highest quality of education to ultimately create new design paradigms. By exploring new topics in design research, it has constantly challenged existing paradigms and expanded the realms of design possibilities. In particular, the department has conducted world-class research in the fields of Human-Computer Interaction (HCI), User Experience (UX), and interactive media design. It is also recognized as a pioneer in design-led entrepreneurship and design-driven social innovation.

The department offers student exchange programs through partnerships with world-leading universities such as the Delft University of Technology (TU Delft), Carnegie Mellon University (CMU), University of Cincinnati, and Aalto University. In addition, it maintains close ties with design-related departments in the Eindhoven University of Technology (TU Eindhoven), University of Twente, Royal College of Art (RCA), Simon Fraser University, Hong Kong PolyTech, and Kyushu University.

Graduates of the department are making significant contributions to new product development and system design innovation at design research divisions of major companies and design firms. Some have joined educational institutes to share their knowledge and foster younger generations. More recently, they have become successful UX experts and design-oriented entrepreneurs who work across industries by integrating design thinking and innovative technology. Students who join the program will mature into key players of society, creating new products and services that enhance the quality of life and boost industrial advancements.